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Coeds Spend Less for Clothes...

By Kathryn Soth and Regina Kildee

"ARE you still coming to Iowa State College next fall, Helen?"

"Well, I planned to, Mary, but I'm afraid the depression has knocked that in the head. I certainly don't have the necessary thousand dollars."

"Nobody spends anywhere near a thousand dollars to go to school any more, Helen—at least the people I know don't."

"But I don't want to go to college at all unless I can have a good time and pretty clothes. I s'pose that's a terrible way to look at it, but that's the way I feel, anyhow. Take clothes alone; they'd cost about five hundred dollars, wouldn't they?—at least clothes nice enough to wear to college."

"Why, they wouldn't cost half that much, and, after all, clothes you wear to college aren't much different from those you wear to high school. In 1931, when clothes cost more than they do now, the average Iowa State girl spent about \$313. But you wouldn't need to spend nearly that much—I know I don't."

Helen's interest aroused Mary's curiosity about her own clothing expenditures during the past year, and she decided to estimate them as closely as possible. Though she was considered one of

coat was of a neutral tan, which harmonized with either black or brown accessories. It could be worn for either spring or fall, and she had bought it in a late summer sale for \$10. This coat she expected to wear for two years, so \$5 was the amount she considered she had spent for one year. She wore the coat until Christmas, when she had purchased a heavier coat at a holiday sale.

Mary had bought three new school outfits before she entered college. She had been fortunate in finding for \$7.50 a navy blue wool crepe dress with detachable collar and cuffs which could be varied for the occasion. With this dress she wore black cuban-heeled oxfords (\$4), a blue felt hat (\$2), and carried a black purse (\$1.50).

ANOTHER of her school dresses was a dark green jersey bought at the extremely low price of \$2.50. Of course, she had a sweater and skirt—almost a necessity for a co-ed. Her green sweater (\$1.95) harmonized well with the green turban (\$1.00), which she could also wear with her green jersey. Her skirt (\$2.00) was brown and looked as well with her brown and tan sport oxfords (\$3.50) as did her green jersey dress. Her brown purse (\$1.50) she could carry with either of these outfits. Brown chamoisette gloves (\$1.00) also harmonized with both.

For dances and dormitory teas she had an ankle-length black crepe dress with short puff sleeves (\$8.50). To wear to movies, firesides, and to dinner she had a wine red crepe dress with long sleeves and lace collar and cuffs. This dress had cost \$7.50. With either of these dresses she could wear her black

kid pumps (\$4.00), a black velvet hat (\$2.50) and kid gloves (\$1.98).

Her formal attire consisted of a rose taffeta dress (\$10.00), a blue velvet wrap (\$6.00), which she expected to wear for four years, and silver sandals (\$5.00).

At the January coat sales she bought a green coat with wolf fur (\$25.00). As she expected to wear it two years, she included half the amount, or \$12.50, in her itemized account of expenditures. She also bought a green crepe afternoon dress (\$8.00) and a silver turban (\$2.00).

IN THE spring, a blue knit outfit (\$3.00), a soft white hat (\$1.50), brown and white cuban-heeled oxfords (\$4.00), and white wash gloves (\$1.00), were welcome additions to her school wardrobe. A dark blue silk three-piece suit (\$10.00), dark blue straw hat (\$3.50), and black cuban-heeled street pumps (\$4.00) completed a dressier outfit. This she wore for school or semi-dress affairs with different blouses. She wore a semi-formal yellow organdy dress (\$1.00), and white high-heeled sandals (\$4.00) to spring dances.

Late in the spring she bought a simple sport dress of green shantung for \$5.00.

During the year Mary bought lingerie amounting to \$15, a striped flannel robe, good for two years anyway, for \$3.00, boudoir slippers at \$1.00, and pajamas (\$3.00). She had spent \$18.00 for 24 pairs of hose; some of her school hose were as inexpensive as 59 cents.

She had also bought a raincoat she expected to wear for two years (\$3.00), rubber galoshes (\$1.00), and a pair of wool school gloves (\$1.00). For such things as handkerchiefs, costume jewelry and blouses she estimated that she had spent about \$10.00.

The table given here shows an itemized account of Mary's clothing expenditures in the year 1931-32, and compares them with those of the average Iowa State coed in the year 1930-31.

Annual Clothing Expenditures of Iowa State Coeds

Ave., '30-'31	Mary's, '31-'32
Coats\$ 64.55	\$ 17.50
	(includes *winter and *sport)
Hats\$ 15.40	\$ 12.50
dresses\$ 56.20	\$ 44.00
School dresses\$ 41.20	\$ 21.95
Afternoon	
Shoes\$ 36.70	\$ 26.00
Hose\$ 23.40	\$ 18.00
Formal dresses\$ 23.45	\$ 10.00
Miscellaneous \$ 52.75	\$ 42.48
	(includes lingerie, *robe, slippers, pajamas, *raincoat, galoshes, gloves, purses, *wrap, and extras)
Total\$313.65	\$192.43

*Items where original expenditure has been divided by the number of years Mary expected to wear the garment.

the best-dressed women on the campus, she found that she had spent less than \$200.

Coming to school as a freshman she had planned her outfits carefully so that they would harmonize in color. Her fall



These were made with Iowa lard